

LEO BURNETT COMPANY, Inc.

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60



**Pipe overheated?**

Cool it with

**Old  
Delft**

Pipes don't overheat; pipes, tobacco does. But Old Delft doesn't because of its new crew cut: the Short Strand Camellia. Burns longer, slower, and therefore, cooler. The aged, mild Virginia tobacco in Old Delft make for a cooler taste, too. Put Old Delft in your pipe and cool it. It's that simple.



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